



PRESS RELEASE

For Immediate Release

Artyzen Hospitality Group announces Asia Pacific's First citizenM Hotel

Taipei marks citizenM's foray into Asia, extending its growing footprint into the region

(Hong Kong, 2 September 2014) – Artyzen Hospitality Group, through Artyzen citizenM Asia Limited, is proud to have been awarded the contract by an entity controlled by Alpha Asia Macro Trends Fund II to operate and manage citizenM's first hotel in Asia Pacific. The Fund is managed by Alpha Investment Partners (Alpha), the property fund management arm of Singapore developer, Keppel Land.

Scheduled to open around the fourth quarter of 2016, the hotel which is the first in Taipei, Taiwan, heralds the entry of the citizenM brand into Asia Pacific and its expansion in the region.

The circa 260-room citizenM hotel is strategically located in Ximending, the colourful retail and entertainment hub that is known as the Harajuku and Shibuya of Taipei. The hotel is easily accessible by public transport and is close to the city's popular pedestrian mall as well as the Taipei railway station.

Ms Christina Tan, Managing Director of Alpha, said, "We are happy to work with like-minded partners such as the Artyzen Hospitality Group, who shares in our vision to provide innovative products and services to meet customers' needs, and achieving excellent returns for investors and shareholders. CitizenM's hotels have been very well received in other regions and we are excited to partner Artyzen Hospitality Group to bring the brand to Asia Pacific."

Launched in Amsterdam in 2008, citizenM now operates 7 hotels in cities including London, Paris and New York. A further 6 hotels are currently being developed, bringing the global room count to almost 3,000 keys. Dedicated development teams in Europe, North America and Asia Pacific are actively looking for new opportunities with the best partners. Key target cities include the capitals and gateway cities of Europe, North America and Asia. Target projects include new builds, mixed-use developments, conversions and the rebranding of existing hotels. citizenM offers owners and developers a unique value proposition that delivers significantly higher returns by combining (1) upscale hotel performance through successful positioning and effective distribution; (2) high profitability due to an efficient operating model that leverages centralized management, innovative systems and technology; and (3)

efficient design and construction solutions, resulting in reduced floor area requirements and reduced development cost, time and risk.

“Establishing our presence across Asia’s gateway cities tops our list of priorities and as we celebrate the signing of the first citizenM hotel in Taipei, we are also setting our sights on key cities like Shanghai, Beijing, Hong Kong, Singapore, Jakarta and Bangkok. citizenM has proven success in established markets and we are confident of its success in Asia. We invite property owners and developers to experience the brand’s true potential with us,” said Robbert van der Maas, President, Artyzen Hospitality Group.

The name citizenM derives from Mobile Citizens and some of the brand’s signatures include a stylishly designed Living Room instead of a lobby where guests can check-in and check-out independently at touch-screen terminals but assistance is also available around the clock from citizenM’s multi-lingual ambassadors. On-site food and beverage offerings are available at canteenM, a 24-hour hotel bar, modern contemporary design rooms with a touch-screen MoodPad to control the lighting, temperature, window shades, alarm and television. All rooms have king-sized beds, rain showers and international plug systems.

Photo Descriptions:



Exterior of citizenM Paris Charles de Gaulle



Interior of citizenM Paris Charles de Gaulle



Exterior of citizenM New York Times Square



Interior of citizenM New York Times Square

High resolution photos are available for downloading at the following link:

<ftp://ftp.trimaran.com.hk/>

Login name: artyzen

Password: artyzen

Folder: artyzen

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About Artyzen Hospitality Group

Artyzen Hospitality Group is a subsidiary of Hong Kong-listed conglomerate Shun Tak Holdings. The hotel management company's branded hotel concepts and services bridge an East and West cultural understanding to create and generate profitable partnerships with developers and owners.

The Group's portfolio comprises Zitan, Artyzen Hotels & Resorts, and citizenM in Asia. Each hotel brand brings the Group's philosophy of Art, Culture and Emotional Wisdom to life in unique and contemporary ways to provide culturally rewarding guest experiences.

Artyzen Hospitality Group is led by a team of highly experienced and globally respected industry leaders known for innovation and talent management. The Group's management practices reinforce their partners' interests while upholding a strong commitment to building environmentally, socially and culturally sustainable properties.

About citizenM hotels

citizenM started as an observation: the world has seen the evolution of a new type of traveler. These modern individuals are explorers, trekkers, professionals and shoppers. They are independent, share a respect for different cultures and are young at heart - they are Mobile Citizens of the World.

citizenM Hotel is a hotel development company that reflects and learns from the needs of these new global citizens.

Paramount among these needs: the desire for affordable luxury for the people.

Mobile citizens know what they like from good lodgings. This includes stylish design, great value, the best entertainment, sociable atmosphere, a comfortable bed and big fluffy towels. They need accommodation in a good location, and they could do without unnecessary or hidden costs.

About Alpha Investment Partners

Alpha Investment Partners (Alpha) is a real estate investment advisory firm managed by a team of established professionals with proven fiduciary experience. The gross value of assets under Alpha's management stands at S\$10.4 billion when fully invested and leveraged.

Equipped with a strong business network, Alpha's team of Asian professionals aims to achieve superior investment performance by capitalising on unique and pertinent insights into the region's property markets. The corporate culture at Alpha is shaped by empowerment and trust. In addition to the expertise it possesses in the area of investment, Alpha establishes the highest standards of corporate governance, reporting and compliance to meet investors' expectations.

This release was issued by Mazarine Asia Pacific on behalf of Artyzen Hospitality Group and citizenM. For media enquiries, please contact:

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